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U. S. DEPARTMENT OF AGRICULTURE

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ACREAGE MARKETING GUIDES

what they
mean to
POTATO GROWERS

AGRICULTURAL MARKETING SERVICE

ACREAGE MARKETING GUIDE

what the

How Many Potatoes Should You Produce?

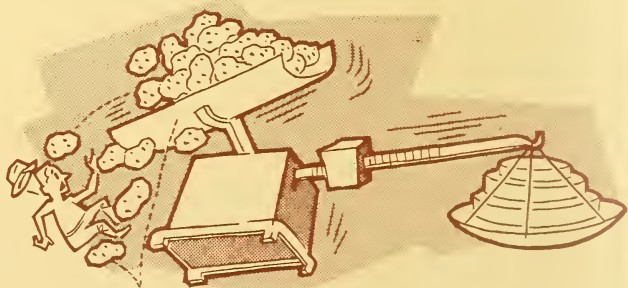
Potato growers face this question every year -- and their profits often depend on their answer. When potato production is balanced with requirements, growers get good prices and stable markets. When production outstrips demand, growers usually suffer.

Markets Unstable in Past

A little too much production means sharply lower prices for all producers. Typically, if production goes up one percent, prices drop five percent. The reverse, of course, is also true.

Too often both potato supplies and potato prices have jumped up and down from year to year. For an actual example, look at the years from 1951 to 1960. Fall potato production varied an average of only 9 percent from year to year -- but that caused prices to swing an average of 58 percent!

In the long run, this up-and-down pattern works against the potato producer.



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mean to POTATO GROWERS

Potato Growers Can Stabilize Market

Potato growers, as a group, can do something about this -- by working together to match their production to the market for potatoes. The demand for potatoes is pretty stable from year to year. Changes in the supply make the price erratic. If potato growers produce just the right volume of potatoes to supply their market, they get the best return from their crop.

If the potato industry is to do this, each grower must know how he fits into the over-all picture-- what he must do to match production and demand.



Acreage Guides Take Out Guesswork

The Acreage-Marketing guides are put out by the U.S. Department of Agriculture to help potato growers take the "guesswork" out of planning their production. Each guide is basically a market analysis. In fact, the guides are more what the market says than what USDA says. They are the best available estimates of how many potatoes growers can sell at a profit -- and how many acres they'll need to grow them.

ACREAGE MARKETING GUIDES



what they mean to POTATO GROWERS

How Many Potatoes Should You Produce?

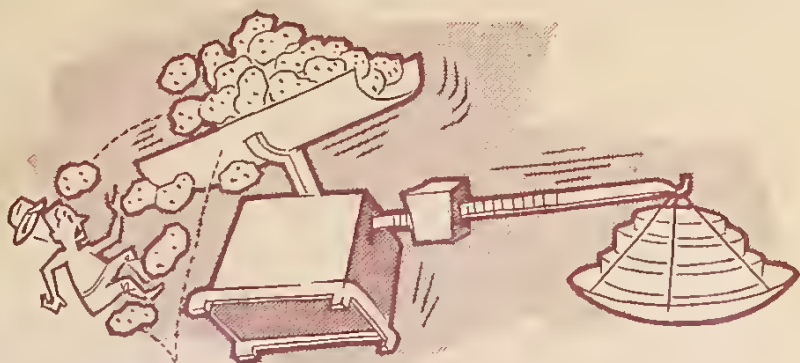
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The guides are prepared by USDA specialists who live with the potato situation throughout the year. They study the ups and downs of the market, check production and market opportunities. They have the complete reports on how many potatoes were sold in past years -- where they were sold, how much they sold for. They've studied shifts in the industry and shifts in how potatoes are used. All of this is wrapped up in the acreage guides.

Guides Available to All Growers

The guides for each potato season are issued in a booklet available from your local Extension office or from the U. S. Department of Agriculture. Each booklet contains the market analysis and the recommended acreage adjustments for individual growers in each producing section.

The guides for the winter potato crop are published in August, for the spring crop in October and for the summer and fall crops in early February. The guides are strictly voluntary. But they provide an answer to the big question -- how many potatoes should be produced. The rest is up to the growers and if each grower does his part, the result will mean better returns to all growers. Be sure and get a copy for your own use.

